



Minutes
Wisconsin Small Business Environmental Council

December 4, 2018

Skype

2:30 pm – 4:00 pm

Members Present: Amy Litscher, Jody Jansen, Rep. Jacque, Ann Kipper

Absent: Vince Ruffolo

DNR Staff: Dave Siebert, Laurel Sukup, Renee Bashel, Lisa Ashenbrenner Hunt, Jennifer Feyerherm

Speakers:

Public Participants:

Welcome and Introductions

Agenda Repair

None

Planning 2019 Meetings

Meeting with DNR web administrators on increasing SBEAP visibility on main web page

- Receptive to many of the changes proposed.
- Suggested “no fee business help” instead of “free” wording. Some concern businesses may think there’s no fee for permits. Could use “no initial fee”.
- SBEAP reviewed meta-tags used by other state programs. Outdated tool.
- Potential for visual presence on home page.
- Won’t add SBEAP to Environmental Protection tab; tab is new and may not remain.
- Can’t change hotline box at bottom of page.
- Changes coming to DNR front page in next couple months.

Potential Events document

- Manufacturing Matters!
 - Not much exhibit time.
 - Possible presentation?
- WMC Business Day in Madison
 - Amy has attended.
 - Wide range of attendees – manufactures, realtors, trade associations, insurance companies, banks, local chambers of commerce.
 - More information needed on who attends.
 - Do they have breakout sessions?
 - Both Council and SBEAP staff should be there to address different types of questions.
 - Council very interested in this event, but more information is needed.

- Women's Business Conference
 - Amy has attended.
 - DNR had booth one year.
 - Well put together.
 - Large number of attendees.
 - Eau Claire good area to target.
 - Not many businesses that interact with DNR.
 - Conflicts with SBEAP Annual Training.
- Wisconsin Economic Development Association Fall Conference
 - Laurel has spoken at conference.
 - Wide range of attendees including economic development professionals and assistance providers.
 - May include breakout session for lenders.
- Annual Lenders Conference
 - Training for newer bankers.
 - Jody has attended, not sure it's right fit for Council.
 - Concurrent sessions so attendance at each varies.
 - SBEAP could get on agenda.
- New North Summit
 - Very busy

Other Council connections?

- American Council of Engineering Organizations – Amy is member, possible inroad for Business Days?

General comments on events

- Need to define goal for event attendance – feedback on regulations, promoting SBEAP, both?
- Shooting for one spring and one fall event. Three events per year max.
- Better to partner with another event than do stand-alone event.
- Need at least one Council member and one SBEAP staff per event.

Reappointments

- Amy and Rep. Jacque needs reappointment.

Public comment

None

Action items:

- Jennifer will look into structure of WMC event.
- Lisa will look into getting on agenda for Lenders Conference.

Next meeting: TBD, Late January, in-person meeting to plan for event.